



**ONE CALL NOW**

**OUTREACH  
RECRUITMENT  
RETENTION  
FOR IOWA WIC**

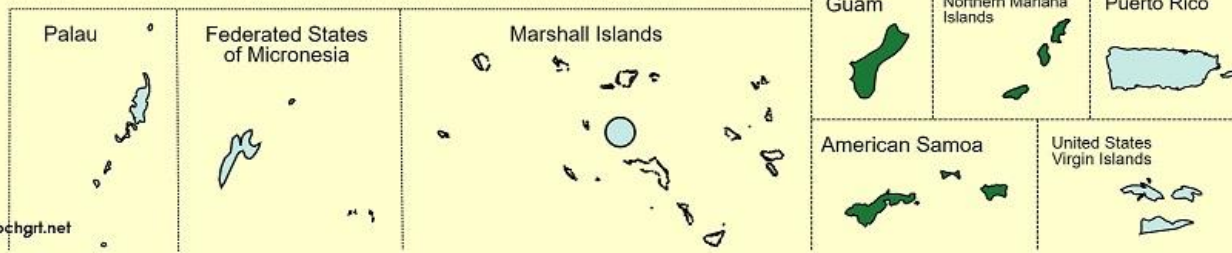
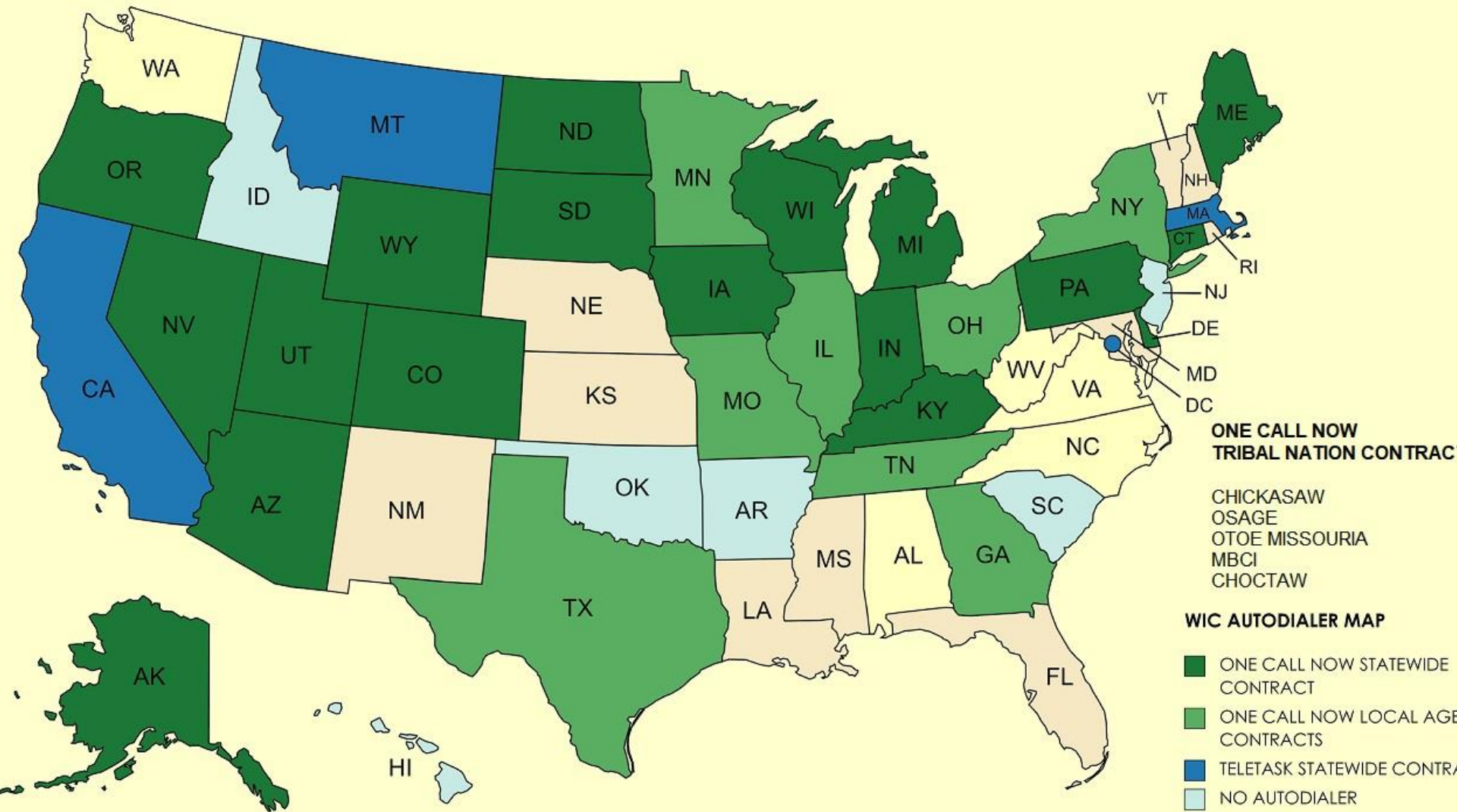
# 1987

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	
18	30	31		33	
3	4	5	6	129 1/2 B WIC 1:00	
15	13	14	12		
10	11	12 Sharon's B-Day I ♥ her	13	14	
1	8	9	10	11	
		10	20	21	

A close-up, slightly blurred photograph of a woman with dark hair, smiling and looking down at a white smartphone she is holding in her hands. The background is a warm, out-of-focus bokeh of light and dark spots. Overlaid on the lower half of the image is a large, bold, teal-colored text block. The text is arranged in five lines, with the last line, 'OTHERS COMBINED', featuring a color change from teal to a reddish-pink hue.

**20 YEARS WIC EXPERIENCE.  
MORE WIC STATE AGENCY  
CUSTOMERS THEN THE  
OTHERS COMBINED**






A close-up photograph of an elderly woman with short, wavy grey hair and gold-rimmed glasses. She is smiling broadly, showing her teeth, and holding a dark-colored mobile phone to her ear with her right hand. The background is dark and out of focus. Overlaid on the image is white text in a bold, sans-serif font. At the top, there are decorative wavy lines in shades of teal and blue.

**Results Achieved by Delivering  
BOTH Text and Phone Messages**

**12-15% go to landlines. We know  
the device & deliver to both  
automatically**



Delivering automated messages  
in the language on record





# TECHNOLOGY TO BRIDGE LANGUAGE BARRIERS

- Video Interpretation
- Multilingual Intake
- Document Translation



**LEXiKEET**  
POWERED BY LANGUAGE SERVICES®

# ONE CALL NOW

## Custom Appointment Messaging

Automatically delivered & customized for the:

- Local clinic contact
- Appointment instructions
- Local agency two-way text
- Local agency auto-text reply
- Language spoken

**Example:** We look forward to seeing your family at Mason City WIC on 08/30/2021 at 4:00PM for Recertification. Please bring proof of income/address/shot records & the person certifying. Questions, call 641-423-5044 ext. 0315 If you need to reschedule, reply #MASONCITYWICAPPT

**Follow up auto-reply:** To reschedule, please call 877-235-7714 as soon as possible or reply #MASONCITYCHAT to chat





# Targeted Outreach



# ONE CALL NOW

## Clinic Portal

This portal is automatically populated with all active WIC participants. It is updated daily.

Authorized users may create and send on-the-fly messages by any combination of the following options for specially targeted outreach. You may save messages for quick launch.

By WIC Category  
By Clinic  
By Appointment Date  
By Language

Examples:  
Send Farmer's Market invites  
Send closures only to those scheduled  
Send an invitation to all breastfeeding moms in Spanish

*\*All dependent on the data available*







Broadcast  
Information  
about your  
Farmer's  
Market



“So, I went to my One Call system, typed a short message reminding clients about farmer’s market going on “Right Now” and said there was NO LINE, NO WAIT. The message went out around 9:30 AM. In about 15 minutes, the waiting room was full and people were in line outside waiting to come in.”

Columbus GA, Customer since 2015



Send  
Happy  
Birthday  
Messages



Sorry, We are  
**CLOSED**  
Due to Weather



# SURVEYS WITH POLLING

"Today we learned that using One Call Now to text out a survey to our 4000 WIC clients produced great results! We have been struggling in clinic to get clients to complete our WIC survey. We were passing out a small slip with everycard load for weeks, getting us approximately 29 completions.

One Call Now assisted us with sending out a survey link via text and today we have far surpassed our goal with 243 completions. That's about a 5% completion rate. I can't believe the results! If you're looking for a way to up your survey completion rates, consider giving this a try!"-- Marissa, Lorain County WIC Sept 2020



# ONE CALL NOW

## Breastfeeding Peer Portal

The Peer Portal is populated ONLY with breastfeeding and prenatal contacts

Authorized Peers will be able to create new messages and quickly launch pre-made messages to target groups for outreach.

**Due Date by date range**

**Actual Delivery Date by date range**

**Date of Birth by Date Range**

**Breastfeeding Amount**

Messages may be:

- \*One way – outreach/educational**

- \*Designed to encourage one-on-one engagement by including the Two-way chat option**

- \*Include a Call to Action Keyword**



A pregnant woman with long, wavy blonde hair is shown from the side, wearing a yellow lace dress. She is gently holding her pregnant belly with both hands. She stands in a field of purple lavender flowers. The background is a soft, out-of-focus sunset with warm orange and yellow light. The overall mood is peaceful and serene.

Targeted Outreach  
to moms @ 4 and 3  
weeks prior to  
delivery



Use Call to Action  
Keywords to invite  
moms to a  
breastfeeding class



# ONE CALL NOW

## Weekly Breastfeeding Texts Sent statewide:

One Call Now will automatically send age appropriate texts from 20 weeks in gestation to 6 months in age. Example from week 1 After Delivery Date

*"It can take 3-5 days for your milk to fully come in. Don't worry, it's coming! Until then, the yellow, nutrient-filled colostrum is all your baby needs to eat."*

Studies show that weekly breastfeeding texts increased the rate of moms exclusively breastfeeding at 6 months by 300%.

The scripts are created and managed by the state



# RECRUITMENT OUTREACH USING CALL TO ACTION KEYWORDS

Place the Keywords into print or digital ads. When potential WIC participants text to learn more, they receive your automated text reply and you receive their phone number for follow up. Get instant feedback on ad effectiveness.

*“Did you know you may qualify for free food and benefits? Text #IM4WIC to 22300 to learn more”*

*Create your own auto-reply  
Their phone number is now added to a special  
subgroup for additional outreach messaging.*







I would like to  
know more  
about WIC  
benefits!  
#WIC4ME!

**Join WIC today!**  
Did you know that you  
may qualify for free  
food and benefits? If  
you are pregnant or  
have children under 5,  
text #WIC4ME to 22300  
to learn more.

P.S. - ♥

## #WIC4ME

Thank you for your  
interest in WIC. For more  
information, please visit  
[https://www.fns.usda.gov/  
wic/](https://www.fns.usda.gov/wic/) or reply  
@NEW2WIC to chat with us.

## @NEW2WIC

Hi, thank you for  
chatting with us.  
How can I help you  
today?



# QUESTIONS

